

CLAIMS

Please add new claims 109 - 201.

44. (previously submitted) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an initial funding premium for said life insurance financial product;

subtracting funding charges from said initial funding premium and determining an initial cash surrender value for said life insurance financial product thereafter;

allocating said initial funding premium to one or more sub-accounts of different financial investment funds or accounts;

on a daily basis, determining account values for said different funds and accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting daily a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

45. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 wherein the computerized method defines the funding of said life insurance financial

product therein, effects the subtraction of said funding charges and effects the deducting of said cost of said at-risk insurance amount.

46. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 wherein determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with retaining the tax status of life insurance under current law.

47. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

48. (previously submitted) A computerized method for a life insurance product as claimed in claim 47 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

49. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 wherein said different financial investment funds or accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

50. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 wherein subtracting said funding charges involves subtracting funding charges from the group of funding charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

51. (previously submitted) A computerized method for a life insurance product as claimed in claim 50 wherein said funding charges are subtracted prior to determining account values and calculating said corresponding cash surrender value.

52. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.
53. (previously submitted) A computerized method for a life insurance product as claimed in claim 44 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.
54. (previously submitted) A computerized method for a life insurance product as claimed in claim 45 wherein determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with retaining the tax status of life insurance under current law.
55. (previously submitted) A computerized method for a life insurance product as claimed in claim 54 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.
56. (previously submitted) A computerized method for a life insurance product as claimed in claim 55 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.
57. (previously submitted) A computerized method for a life insurance product as claimed in claim 56 wherein said different financial investment funds or accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.
58. (previously submitted) A computerized method for a life insurance product as claimed in claim 57 wherein subtracting said funding charges involves subtracting funding charges from the

group of funding charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

59. (previously submitted) A computerized method for a life insurance product as claimed in claim 58 wherein said funding charges are subtracted prior to determining account values and calculating said corresponding cash surrender value.

60. (previously submitted) A computerized method for a life insurance product as claimed in claim 59 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

61. (previously submitted) A computerized method for a life insurance product as claimed in claim 60 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

62. (previously submitted) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an initial funding premium for said life insurance financial product;

determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said

death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

63. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including deducting daily said cost of said at-risk insurance amount.

64. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including determining said initial cash surrender value after accounting for initial funding charges.

65. (previously submitted) A computerized method for a life insurance product as claimed in claim 64 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

66. (previously submitted) A computerized method for a life insurance product as claimed in claim 65 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

67. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

68. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

69. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

70. (previously submitted) A computerized method for a life insurance product as claimed in claim 69 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

71. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

72. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

73. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

74. (previously submitted) A computerized method for a life insurance product as claimed in claim 62 including determining said initial cash surrender value after accounting for initial funding charges.

75. (previously submitted) A computerized method for a life insurance product as claimed in claim 74 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

76. (previously submitted) A computerized method for a life insurance product as claimed in claim 75 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

77. (previously submitted) A computerized method for a life insurance product as claimed in claim 76 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

78. (previously submitted) A computerized method for a life insurance product as claimed in claim 77 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

79. (previously submitted) A computerized method for a life insurance product as claimed in claim 78 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

80. (previously submitted) A computerized method for a life insurance product as claimed in claim 79 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

81. (previously submitted) A computerized method for a life insurance product as claimed in claim 80 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

82. (previously submitted) A computerized method for a life insurance product as claimed in claim 81 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

83. (previously submitted) A computerized method for a life insurance product as claimed in claim 82 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

84. (previously submitted) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an funding initial funding premium for said life insurance financial product;
determining an initial cash surrender value for said life insurance financial product by
accounting for said initial funding premium allocated in one or more investment accounts;
upon fluctuation of said investment accounts or on a daily basis, determining account values
for said investment accounts and calculating a corresponding cash surrender value for said life
insurance financial product;

determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

85. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 wherein determining said death benefit amount involves determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value.

86. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 including deducting daily, or upon said fluctuation of said investment accounts, said cost of said at-risk insurance amount.

87. (previously submitted) A computerized method for a life insurance product as claimed in claim 86 including determining said initial cash surrender value after accounting for initial funding charges.

88. (previously submitted) A computerized method for a life insurance product as claimed in claim 87 including accounting for initial funding charges, said initial funding charges being one or

more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

89. (previously submitted) A computerized method for a life insurance product as claimed in claim 88 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

90. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

91. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

92. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

93. (previously submitted) A computerized method for a life insurance product as claimed in claim 92 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

94. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

95. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

96. (previously submitted) A computerized method for a life insurance product as claimed in claim 84 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

97. (previously submitted) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

- processing an initial funding premium for said life insurance financial product with;
- determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;
- minimizing life insurance costs by:
 - determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;
 - determining daily a minimum amount of life insurance death benefit for said insured as a function of said corresponding cash surrender value, said minimum life insurance with death benefit being that minimum required to maintain said life insurance financial product as life insurance and

said death benefit amount increasing and decreasing based upon said corresponding cash surrender value;

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

98. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 wherein said minimum life with death benefit being that minimum required to maintain said life insurance financial product as life insurance is based upon said daily cash surrender value and an age declining ratio to cash value amount for said life insurance financial product.

99. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 including deducting daily said cost of said at-risk insurance amount.

100. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 including determining said initial cash surrender value after accounting for initial funding charges.

101. (previously submitted) A computerized method for a life insurance product as claimed in claim 100 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

102. (previously submitted) A computerized method for a life insurance product as claimed in claim 101 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

103. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

104. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 wherein determining said life insurance death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

105. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

106. (previously submitted) A computerized method for a life insurance product as claimed in claim 105 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

107. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

108. (previously submitted) A computerized method for a life insurance product as claimed in claim 97 including re-allocating said corresponding cash surrender value into other financial

investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

109. (new) A computer readable medium containing programming instructions for establishing and maintaining a financial product as a life insurance product for an insured party, the programming instructions comprising:

- processing an initial funding premium for said life insurance financial product;

- subtracting funding charges from said initial funding premium and determining an initial cash surrender value for said life insurance financial product thereafter;

- allocating said initial funding premium to one or more sub-accounts of different financial investment funds or accounts;

- on a daily basis, determining account values for said different funds and accounts and calculating a corresponding cash surrender value for said life insurance financial product;

- determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

- deducting daily a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

110. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 wherein the instructions define funding of said life insurance financial product therein, effect subtraction of said funding charges and effect deduction of said cost of said at-risk insurance amount.

111. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 wherein determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with retaining the tax status of life insurance under current law.

112. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

113. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 112 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

114. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 wherein said different financial investment funds or accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

115. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 wherein subtracting said funding charges involves subtracting funding charges from the group of funding charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

116. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 115 wherein said funding charges are subtracted prior to determining account values and calculating said corresponding cash surrender value.

117. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

118. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 109 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

119. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 110 wherein determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with retaining the tax status of life insurance under current law.

120. (new) A computer readable medium containing programming instructions for establishing and maintaining a financial product as a life insurance product for an insured party, the programming instructions comprising:

- processing an initial funding premium for said life insurance financial product;
- determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;
- determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

121. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including deducting daily said cost of said at-risk insurance amount.

122. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including determining said initial cash surrender value after accounting for initial funding charges.

123. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 122 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

124. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 123 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

125. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including investing the cash surrender value of the life insurance

financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

126. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

127. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

128. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

129. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

130. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

131. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including re-allocating said corresponding cash surrender value into

other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

132. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 120 including determining said initial cash surrender value after accounting for initial funding charges.

133. (new) A computer readable medium containing programming instructions for establishing and maintaining a financial product as a life insurance product for an insured party, the programming instructions comprising:

processing an funding initial funding premium for said life insurance financial product;

determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

upon fluctuation of said investment accounts or on a daily basis, determining account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

134. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 wherein determining said death benefit amount involves

determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value.

135. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 including deducting daily, or upon said fluctuation of said investment accounts, said cost of said at-risk insurance amount.

136. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 135 including determining said initial cash surrender value after accounting for initial funding charges.

137. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 136 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

138. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 137 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

139. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 including investing the cash surrender value of the life insurance

financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

140. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

141. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

142. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 141 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

143. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

144. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

145. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 133 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

146. (new) A computer readable medium containing programming instructions for establishing and maintaining a financial product as a life insurance product for an insured party, the programming instructions comprising:

- processing an initial funding premium for said life insurance financial product with;
- determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;
- minimizing life insurance costs by:
 - determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;
 - determining daily a minimum amount of life insurance death benefit for said insured as a function of said corresponding cash surrender value, said minimum life insurance with death benefit being that minimum required to maintain said life insurance financial product as life insurance and said death benefit amount increasing and decreasing based upon said corresponding cash surrender value;
 - deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

147. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 wherein said minimum life with death benefit being that minimum required to maintain said life insurance financial product as life insurance is based upon said daily cash surrender value and an age declining ratio to cash value amount for said life insurance financial product.

148. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 including deducting daily said cost of said at-risk insurance amount.

149. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 including determining said initial cash surrender value after accounting for initial funding charges.

150. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 149 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

151. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 150 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

152. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment

funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

153. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 wherein determining said life insurance death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

154. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

155. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 154 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

156. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

157. (new) A computer readable medium with programming instructions for a life insurance product as claimed in claim 146 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

158. (new) A computer system with functional modules for establishing and maintaining a financial product as a life insurance product for an insured party comprising:

means for processing an initial funding premium for said life insurance financial product;

means, coupled to said means for processing, for subtracting funding charges from said initial funding premium and determining an initial cash surrender value for said life insurance financial product thereafter;

means for allocating said initial funding premium to one or more sub-accounts of different financial investment funds or accounts;

means for determining account values, on a daily basis, for said different funds and accounts and calculating a corresponding cash surrender value for said life insurance financial product;

means for determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

means for deducting daily a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

159. (new) A computer system with functional modules for a life insurance product as claimed in claim 158 wherein said means for determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with means for retaining the tax status of life insurance under current law.

160. (new) A computer system with functional modules for a life insurance product as claimed in claim 158 wherein said life insurance financial product is funded with additional funding premiums; said means for processing accounting for said additional funding premiums and the system includes functional module means for setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

161. (new) A computer system with functional modules as claimed in claim 158 wherein said different financial investment funds or accounts provide earnings and the system including means for deducting, from said earnings, the cost of said at-risk insurance amount.

162. (new) A computer system with functional modules as claimed in claim 158 wherein said means for subtracting said funding charges involves subtracting funding charges from the group of funding charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

163. (new) A computer system with functional modules as claimed in claim 162 wherein said means for subtracting subtracts funding charges prior to determining account values and calculating said corresponding cash surrender value.

164. (new) A computer system with functional modules as claimed in claim 158 including means for minimizing said cost of said at-risk insurance amount and means for maximizing said cash surrender value for said life insurance financial product.

165. (new) A computer system with functional modules as claimed in claim 158 including means for re-allocating said corresponding cash surrender value into other financial investment funds or

accounts and said means for determining account values thereafter determining account values and the corresponding cash surrender value.

166. (new) A computer system with functional modules as claimed in claim 158 wherein said means for determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with means for retaining the tax status of life insurance under current law.

167. (new) A computer system with functional modules for establishing and maintaining a financial product as a life insurance product for an insured party comprising:

means for processing an initial funding premium for said life insurance financial product;

means, coupled to said means for processing, for determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

means for determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

means for determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

means for deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

168. (new) A computer system with functional modules as claimed in claim 167 wherein said means for deducting deducts daily said cost of said at-risk insurance amount.

169. (new) A computer system with functional modules for a life insurance product as claimed in claim 167 wherein said means for determining determines said initial cash surrender value after accounting for initial funding charges.

170. (new) A computer system with functional modules for a life insurance product as claimed in claim 169 including means for accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

171. (new) A computer system with functional modules for a life insurance product as claimed in claim 170 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

172. (new) A computer system with functional modules for a life insurance product as claimed in claim 169 including means for investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and means for calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

173. (new) A computer system with functional modules for a life insurance product as claimed in claim 169 wherein said means for determining said death benefit amount determines a life insurance base death benefit amount sufficient to retain said life insurance status which status is correlated with retaining the tax status of life insurance under current law.

174. (new) A computer system with functional modules for a life insurance product as claimed in claim 169 wherein said life insurance financial product is funded with additional funding premiums, said means for processing accounting for said additional funding premiums; and

including means for setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

175. (new) A computer system with functional modules for a life insurance product as claimed in claim 167 including means for accounting for earnings provided by said investment accounts and the system includes means for deducting, from said earnings, the cost of said at-risk insurance amount.

176. (new) A computer system with functional modules for a life insurance product as claimed in claim 167 including means for minimizing said cost of said at-risk insurance amount and means for maximizing said cash surrender value for said life insurance financial product.

177. (new) A computer system with functional modules for a life insurance product as claimed in claim 167 including means for re-allocating said corresponding cash surrender value into other financial investment funds or accounts and said means for determining account values thereafter determines said account values and the corresponding cash surrender value.

178. (new) A computer system with functional modules for a life insurance product as claimed in claim 167 wherein said means for determining said initial cash surrender value determines said initial cash surrender value after accounting for initial funding charges.

179. (new) A computer system with functional modules for establishing and maintaining a financial product as a life insurance product for an insured party comprising:

means for processing an funding initial funding premium for said life insurance financial product;

means, coupled to said means for processing, for determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

means for determining account values, upon fluctuation of said investment accounts or on a daily basis, for said investment accounts and for calculating a corresponding cash surrender value for said life insurance financial product;

means for determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

means for deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

180. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 wherein said means for determining said death benefit amount involves determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value.

181. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 wherein said means for determining account values, includes means for deducting daily, or upon said fluctuation of said investment accounts, said cost of said at-risk insurance amount.

182. (new) A computer system with functional modules for a life insurance product as claimed in claim 181 including means for determining said initial cash surrender value after accounting for initial funding charges.

183. (new) A computer system with functional modules for a life insurance product as claimed in claim 182 including means for accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

184. (new) A computer system with functional modules for a life insurance product as claimed in claim 183 including means, coupled to said means for determining account values, for subtracting said funding charges from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

185. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 including means for investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and means for calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

186. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 wherein said means for determining said death benefit amount determines a life insurance base death benefit amount sufficient to retain said life insurance status which status is correlated with retaining the tax status of life insurance under current law.

187. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 including means for funding said life insurance financial product with additional

funding premiums; and means for setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

188. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 wherein said investment accounts provide earnings, the system including means for accounting for said earnings and including means for deducting, from said earnings, the cost of said at-risk insurance amount.

189. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 including means for minimizing said cost of said at-risk insurance amount and means for maximizing said cash surrender value for said life insurance financial product.

190. (new) A computer system with functional modules for a life insurance product as claimed in claim 179 including means for re-allocating said corresponding cash surrender value into other financial investment funds or accounts and said means for determining account values thereafter determines account values and the corresponding cash surrender value.

191. (new) A computer system with functional modules for establishing and maintaining a financial product as a life insurance product for an insured party comprising:

means for processing an initial funding premium for said life insurance financial product with;

means, coupled to said means for processing, for determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

means for minimizing life insurance costs with:

means for determining daily account values for said investment accounts and for calculating a corresponding cash surrender value for said life insurance financial product;

means for determining daily a minimum amount of life insurance death benefit for said insured as a function of said corresponding cash surrender value, said minimum life insurance with death benefit being that minimum required to maintain said life insurance financial product as life insurance and said death benefit amount increasing and decreasing based upon said corresponding cash surrender value;

means for deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

192. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 wherein said means for determining said minimum amount of life insurance death benefit

determining a minimum death benefit required to maintain said life insurance financial product as life insurance based upon said daily cash surrender value and an age declining ratio to cash value amount for said life insurance financial product.

193. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 wherein said means for deducting a cost of an at-risk insurance amount includes means for deducting daily said cost of said at-risk insurance amount.

194. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 including means for determining said initial cash surrender value after accounting for initial funding charges.

195. (new) A computer system with functional modules for a life insurance product as claimed in claim 194 including means for accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

196. (new) A computer system with functional modules for a life insurance product as claimed in claim 195 including means for subtracting said funding charges from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

197. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 including means for investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and means for calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

198. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 wherein said means for determining said life insurance death benefit amount determines a life insurance base death benefit amount sufficient to retain said life insurance status which status is correlated with retaining the tax status of life insurance under current law.

199. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 wherein said life insurance financial product is funded with additional funding premiums, said means for processing accounting for said additional funding premiums; and the system including means for setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

200. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 wherein said investment accounts provide earnings, said means for determining account values including means for accounting for said earnings, and the system including means for deducting, from said earnings, the cost of said at-risk insurance amount.

201. (new) A computer system with functional modules for a life insurance product as claimed in claim 191 including means for re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.